Southern New Hampshire University

Example Final Project Guidelines and Rubric

Overview

College is a unique experience for each student. Similarly, each student is motivated by different factors and has different goals for their college experience. As you look forward to your future academic career at SNHU, it will be important for you to identify the goals that reflect your personal and professional values and your *purpose* for pursuing higher education. This project will help you craft a personal mission statement that you can use throughout your educational career to help you set short- and long-term goals related to your academic success.

This project addresses the following course outcome:

1. Determine one's academic goals and mission statement for undergraduate education at SNHU

Prompt

Craft your academic mission statement and goals using the Final Project I Academic Mission Statement and Goals Template. Consider the following questions (responses to these questions are not required elements in your submission, but you may want to write down your responses in a notebook to help guide your mission statement):

- What are your most important values (comfort, environmental awareness, kindness to others, inner harmony, challenge, etc.)?
- What are your motivational needs (love and belonging, esteem, self-actualization)?
- In what general area or career do you wish to work (or in what areas do you see yourself working in the near future)?
- What is most important to you about your chosen profession or area of study (lifelong learning, interactions with people or communities, creative expression, helping others, solving problems, etc.)?
- What do you hope to remember the most about your graduation (fulfillment of lifetime goals, sense of accomplishment, praise by family and friends, being seen as a role model for others, etc.)?

Specifically, the following **critical elements** must be addressed:

I. **Academic Mission Statement (Course Outcome 1):** Using the answers to the questions above to assist you, craft your **academic mission statement**. You are encouraged to use the following format as a guide (though your mission statement may vary in length and scope):
   A. One sentence to summarize your purpose for pursuing higher education and proposed graduation date
   B. One sentence to summarize the type of professional you wish to become in your chosen career
   C. One sentence to summarize what you hope to provide to your community or profession using your degree

   For example, a mission statement for one of your peers who is returning to college to pursue a degree in business might be the following:

My academic mission is to successfully complete a bachelor's degree in business administration by June 2020. I hope to use the entrepreneurial and management skills developed in my degree to open my own business in the online retail market. Through my business, I hope to provide goods and services to the public while maintaining a profitable living so that I can spend more time with my family and support my children's future education.

Another peer who is pursuing a creative writing degree might write a mission statement like the following:

My academic mission is to successfully complete a bachelor's degree in English and creative writing by 2020 and become a self-published author. I intend to use my creative writing skills to become a leading writer in adult fiction and screenwriting while maintaining my work as a publications editor. I wish to participate in bettering the world through creative works and influence people to be passionate about literature and reading.

II. **Academic Goals (Course Outcome 1):** Once you have written your mission statement, write three **short-term goals** that you will commit to accomplishing over the next three to six months that will assist you in achieving your academic mission statement. Refer to pp. 6 and 7 in your textbook (Feldman, 2014) for assistance with writing goals. Your goals should be written as full sentences, and they must include the following elements:
    A. Relation to your academic mission statement (How will this goal help you achieve your mission?)
    B. Evidence they can be measured for success (How will you know that you have been successful in meeting this goal?)
    C. A proposed date for completion (When do you intend to complete this goal?)

Your academic mission statement and goals should be free of spelling and grammatical errors.

You will submit your academic mission statement and goals during Week Five as an assignment for your instructor to review. Use the template provided to complete this assignment.

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Guidelines for Submission: Submissions should be made directly in the Week Five assignment area for this project; you will upload a file attachment of the completed template.

Critical Elements	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Academic Mission Statement	Mission statement includes a clear purpose for pursuing higher education and demonstrates thoughtful reflection on how the purpose relates to one's career and/or personal goals (100%)	Mission statement includes a clear purpose for pursuing higher education (85%)	Mission statement does not clearly identify a purpose for pursuing higher education or is impersonal, broad, and/or not formatted as a concise statement of purpose (55%)	A clear mission statement is not included in the submission (0%)	45
Academic Goals	At least three short-term goals are clearly stated, and all goals relate to the overall mission statement, are measurable, and include a proposed date of completion (100%)	At least three short-term goals are clearly stated and relate to the overall mission statement (85%)	Short-term goals are not clearly stated in full sentences or are not related to the overall mission statement, or fewer than three goals are included (55%)	Goals are not included in the submission (0%)	40
Writing Mechanics	No errors related to spelling or grammar (100%)	Minor errors related to spelling and grammar that do not impact understanding of main ideas (85%)	Submission has major errors related to spelling or grammar that impact understanding of main ideas (55%)	Submission has critical errors related to spelling and grammar (0%)	15
				Total	**100%**